



**DEPARTMENT OF THE ARMY**  
**OFFICE OF BUSINESS TRANSFORMATION**  
**200 ARMY PENTAGON**  
**WASHINGTON, DC 20310-0200**

SAUS-OBT

3 June 2010

**MEMORANDUM FOR OFFICE OF BUSINESS TRANSFORMATION MEMBERS**

**SUBJECT: OBT Transformation and Innovation Effort**

We are the Office of Business Transformation. It is our mission to fundamentally change the way the Army thinks, operates and acts. We will begin this change here and become a model and an exemplar. To this end, we are launching an OBT-wide effort to create a dynamic, innovative workplace where employees excel using 21<sup>st</sup> Century techniques, technologies, and collaboration tools. We will optimize effectiveness and efficiency by employing improved processes. We will grow people in a culture of shared values and worth. My vision is to develop this OBT by focusing on our Culture, People, Processes, and Technology.

I have asked Ms. McCabe to champion this effort by launching work teams to drive this change and to implement innovative and experimental initiatives using the Vision, Strategy, and Execution (VSE) Model. The first work team traveled to Silicon Valley and, based on their experiences, created the first OBT transformation and innovation plan. I am whole heartedly behind this plan and ask you to actively participate with your colleagues to implement it. Some of the initiatives in the plan are going to create:

- An effective hiring excellence program designed to enhance the future workforce that will soon be filling our office spaces.
- A dynamic and progressive work environment – this includes impressive environmental changes to all OBT office spaces.
- 21<sup>st</sup> Century workforce policies designed to help us attract, hire, and retain the highest quality workforce possible.
- 21<sup>st</sup> Century collaboration and technology tools design to help us do our jobs better and more efficiently and effectively.
- The OBT Efficiency Challenge – the team will be sharing with you a concept to encourage you to think of ways to gain efficiencies and improvements in our own OBT footprint, this will prepare us to lead larger cost savings efforts across our Army.

I know that what the Army does is serious work. I lived it in my 19 months in theater and I know you have lived it as well. We play a very important role in shaping the future of the Army. However, we know that to be effective we need to take mental breaks at work and having fun at work doesn't hurt either. If combat Soldiers deployed in Afghanistan can blow off steam by making a web hit video, we should be able to create an exciting environment in the OBT and to share a laugh. I want us to start doing just that.

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SUBJECT: OBT Transformation and Innovation Plan

On June 11, Ms McCabe and the team will be holding a brown bag lunch to share information about their trip and the transformation and innovation initiative. I encourage you all to attend this meeting and join in on the transformation of the OBT and ultimately the Army.

*Transform and Innovate Now!*



Robert E. Durbin  
Lieutenant General, U.S. Army  
Office of Business Transformation